



WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Media Strategies & Research  
Attn: Rachael Beale  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

## Contract # 192714

**Schedule Dates** 10/08/12-10/14/12  
**Advertiser** Kaine for Senate 2012 (15809)  
**Agency** Media Strategies & Research (1419)  
**Product** Political-Political (1088)  
**Brand** KAINE FOR SENATE 2012 (68318)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Beale, Rachael  
**Phone/Fax** /  
**CPE** KAINE/US SENATE 2012/EST 11516 10/8-10/14  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments** 10/8 - 10/14/2012 - ADD to SKED

**Date Entered** 08/02/12  
**Last Modified** 10/05/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,785.00  
**Net Total** \$10,115.00  
**Sales Tax**

### WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2012	6	\$11,900.00
<b>Grand Total:</b>	<b>6</b>	<b>\$11,900.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/08/12-10/08/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A		1								\$250.00		WJLA Arlington (WJLA)		8/2/12
1.0.1	Closed Preempt	10/08/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
2.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	7:58A- ABC--GOOD MORNING AMERICA SUN								1		\$200.00		WJLA Arlington (WJLA)		8/2/12
2.0.1	Closed Preempt	10/14/12															WJLA Arlington (WJLA)	No Avail/Exception -	
3.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	10:58A- ABC--THE VIEW						1				\$600.00		WJLA Arlington (WJLA)		8/2/12
3.0.1	Closed Preempt	10/12/12															WJLA Arlington (WJLA)	Lowest Unit Rate/Spot -	
4.0	Normal Line / SPOT	10/09/12-10/11/12	4	:30	3:58P- ABC--KATIE COURIC			1		1					\$800.00		WJLA Arlington (WJLA)		8/2/12
4.0.1	Closed Preempt	10/09/12															WJLA Arlington (WJLA)	Pre-Empt/Exception - PLEASE CHANGE TO THE NEW PROGRAM TITLE	
4.0.2	Closed Preempt	10/11/12															WJLA Arlington (WJLA)	Pre-Empt/Exception - PLEASE CHANGE TO THE NEW PROGRAM TITLE	
5.0	Normal Line / SPOT	10/10/12-10/12/12	3	:30	6:58P- WHEEL OF FORTUNE				1		1			1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		8/2/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at [www.wjla.com](http://www.wjla.com) and are incorporated by reference in their entirety.



WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Media Strategies & Research  
Attn: Rachael Beale  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

## Contract # 192714

**Schedule Dates** 10/08/12-10/14/12  
**Advertiser** Kaine for Senate 2012 (15809)  
**Agency** Media Strategies & Research (1419)  
**Product** Political-Political (1088)  
**Brand** Kaine for Senate 2012 (68318)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Beale, Rachael  
**Phone/Fax** /  
**CPE** Kaine/US SENATE 2012/EST 11516 10/8-10/14  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments** 10/8 - 10/14/2012 - ADD to SKED

**Date Entered** 08/02/12  
**Last Modified** 10/05/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,785.00  
**Net Total** \$10,115.00  
**Sales Tax**

### WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2012	6	\$11,900.00
<b>Grand Total:</b>	<b>6</b>	<b>\$11,900.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
5.0.1	Closed Preempt	10/12/12															WJLA Arlington (WJLA)	No Avail/Exception -	
6.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	48402- ABC--REVENGE								1	1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		8/2/12
7.0	M/G For 1.0.1,4.0.1,4.0.2 / SPOT	10/09/12-10/11/12	4	:30	3:58P- KATIE COURIC			1		1				2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		10/5/12
8.0	M/G For 3.0.1 / SPOT	10/12/12-10/12/12	4	:30	10:58A- ABC--THE VIEW						1			1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		10/5/12
9.0	Normal Line / SPOT	10/09/12-10/09/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A			1						1	\$300.00	\$300.00	WJLA Arlington (WJLA)		10/5/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at [www.wjla.com](http://www.wjla.com) and are incorporated by reference in their entirety.